

Abstract

The development of communication information technology in social media is growing rapidly and is a factor in the development of the culinary world in Indonesia. Indonesia has a variety of culinary specialties of each region, one of which is South Sumatra. Tourists who come to the South Sumatra region would definitely want to feel the delicacy of the culinary delights in South Sumatra. Unfortunately, most tourists only know Pempek as a special culinary from the province of South Sumatra and do not know any other types of culinary. In South Sumatra, there are several types of culinary besides pempek that can be found. Introducing this culinary variety can help in attracting more tourists. The research method used is through the stage of data collection by observation, literature study and interviews. It is hoped that this illustrated book can become a collection book as well as a form of strategy to introduce South Sumatra specialties to tourists and culinary fans both domestically and abroad with a visual approach that can attract readers. Later, the reader will also get information related to the culinary of South Sumatra, the information conveyed using everyday language so as to give the impression to the reader as if he or she was getting information from friends. With this illustrated book, the author can contribute to maintaining the existence of typical culinary which has been passed down from generation to generation.

Keyword: Informative, Fun, Personal, Foods